

Client: American Petroleum Institute TARGET 2012  
 Product:  
 Campaign: TV: 1/12/12-1/23/12

### Station Order

Strategic Media Services, Inc  
 3299 K Street, NW  
 Washington, DC 20007  
 202-337-5700

Estimate No.:  
 Contract No.:  
 Job No.:

Rev #: 0  
 Flight From: 01/12/2012 to 01/23/2012

Buyer Name: Stephen Szostak  
 Sweeps: Share Oct 2011 -> HUT/PUT Feb 11

Market: WASHINGTON, DC (HAGRSTWN)  
 Station: WJLA  
 Station Contact: Barbara Monares

Actg. Order No.: 2369  
 WS Order No.: 64252  
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross													
				Rate/ Total	Jan 12	Jan 13	Jan 14	Jan 15	Jan 16	Jan 17	Jan 18	Jan 19	Jan 20	Jan 21	Jan 22		
1	MTWRF-- 05:00A-06:00A	EM 30	GOOD-WSH 5.00A	\$450.00 \$1,800.00		1				1					1		
2	MTWRF-- 06:00A-07:00A	EM 30	GOOD-WASH 600A	\$800.00 \$6,400.00	1	1				1	1	1	1	1			
3	MTWRF-- 07:00A-09:00A	EM 30	GD MRN AMR-ABC	\$1,000.00 \$3,000.00		1						1		1			
4	—Su 08:00A-09:00A	EM 30	GD MRN-SUN-ABC	\$500.00 \$1,000.00				1									1
5	—Su 09:00A-09:30A	EM 30	INSD WASHINGTON	\$750.00 \$1,500.00					1								1
6	—Su 10:00A-11:00A	EM 30	THIS WEEK-ABC	\$15,000.00 \$30,000.00					1								1
7	MTWRF-- 05:00P-06:00P	EN 30	ABC7 NWS AT 5	\$1,200.00 \$9,600.00	1	1				1	1	1	1	1			
8	MTWRF-- 06:00P-06:30P	EN 30	ABC7 NWS AT 6	\$1,400.00 \$11,200.00	1	1				1	1	1	1	1			
9	MTWRF-- 06:27P-06:30P	EN 30	WORLD NEWS ADJ	\$3,000.00 \$18,000.00		1				1	1		1	1			
10	MTWRF-- 06:57P-07:00P	EN 30	WORLD NEWS ADJ	\$4,000.00 \$20,000.00	1					1		1		1			
11	MTWRF-- 07:30P-08:00P	PA 30	JEOPARDY	\$2,000.00 \$8,000.00	1						1		1				
12	MTWRF-- 11:30P-12:00A	LF 30	ABC-NITELINE	\$1,100.00 \$5,500.00	1	1				1		1		1			
13	—S 06:00P-06:30P	EN 30	SAT EVE NEWS	\$700.00 \$1,400.00			1										1
14	MTWRF-- 11:00P-11:30P	LN 30	ABC7 NWS AT 11	\$2,200.00 \$17,600.00	1	1				1	1	1	1				
15	—Su 11:00P-12:00A	LN 30	ABC 7 NEWS SUN	\$1,400.00 \$2,800.00					1								1
					\$137,800.00	7	8	1	4	8	6	7	6	8	2	4	

Month	Spots	Station Gross	
		Dollars	
Jan	69	\$137,800.00	
	69	\$137,800.00	

By: \_\_\_\_\_

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WS Order No.: 64252  
Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross		
				Rate/ Total	Jan 23	Total Spots
1	MTWRF-- 05:00A-06:00A	EM 30	GOOD-WSH 5.00A	\$450.00 \$1,800.00	1	4
2	MTWRF-- 06:00A-07:00A	EM 30	GOOD-WASH 600A	\$800.00 \$6,400.00	1	8
3	MTWRF-- 07:00A-09:00A	EM 30	GD MRN AMR-ABC	\$1,000.00 \$3,000.00	-	3
4	---Su 08:00A-09:00A	EM 30	GD MRN-SUN-ABC	\$500.00 \$1,000.00	-	2
5	---Su 09:00A-09:30A	EM 30	INSD WASHINGTON	\$750.00 \$1,500.00	-	2
6	---Su 10:00A-11:00A	EM 30	THIS WEEK-ABC	\$15,000.00 \$30,000.00	-	2
7	MTWRF-- 05:00P-06:00P	EN 30	ABC7 NWS AT 5	\$1,200.00 \$9,600.00	1	8
8	MTWRF-- 06:00P-06:30P	EN 30	ABC7 NWS AT 6	\$1,400.00 \$11,200.00	1	8
9	MTWRF-- 06:27P-06:30P	EN 30	WORLD NEWS ADJ	\$3,000.00 \$18,000.00	1	6
10	MTWRF-- 06:57P-07:00P	EN 30	WORLD NEWS ADJ	\$4,000.00 \$20,000.00	1	5
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12	MTWRF-- 11:30P-12:00A	LF 30	ABC-NITELINE	\$1,100.00 \$5,500.00	-	5
13	---S- 06:00P-06:30P	EN 30	SAT EVE NEWS	\$700.00 \$1,400.00	-	2
14	MTWRF-- 11:00P-11:30P	LN 30	ABC7 NWS AT 11	\$2,200.00 \$17,600.00	1	8
15	---Su 11:00P-12:00A	LN 30	ABC 7 NEWS SUN	\$1,400.00 \$2,800.00	-	2
				\$137,800.00	8	69

Advertiser: American Petroleum Institute TARGET 2012 **Station Order**  
Campaign: TV: 1/12/12-1/23/12 WASHINGTON, DC (HAGRSTWN) - TV

Station: WJLA

Comments